

# Home Furnishings Calendar 1949

WEEK OF

## JANUARY

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## HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 3 12:15 P.M.	MONTHLY LUNCHEON Carole Stupell, well-known decorator and table setting stylist, will be the guest speaker on the subject "The Coordination and Fashion Merchandising of Table Settings." Lillian Weiss is program chairman. Contact: Josephine M. Brush, TR. 6-1822.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Thursday March 3 4:00 P.M.- 7:00 P.M.	CARPET HAT SHOW A fashion show of hats made from wool carpeting, created by top-flight hat designers, will be presented as a benefit for the New York Heart Campaign by the Carpet Institute Inc. The collection is being designed by Mr. John, Sally Victor, Walter Florell, Florence Reichman, Nicole de Paris, Robert Dudley, Emme and Laddie Northridge. Stars of stage, screen and radio will participate as commentators. Powers' models will donate their services to model the collection. Irene Rich, currently starring in "As the Girls Go", will make an appeal for the New York Heart Campaign. The admission fee will be \$2.00 per person. Beverages will be served a la carte. Tickets may be obtained by calling Miss Barber, Fred Eldean Organization, EL. 5-7651.	CARPET INSTITUTE INC. BENEFIT N.Y. HEART CAMPAIGN ROOF GARDEN	HOTEL PIERRE
Thursday March 3	JOHN WANAMAKER ROSE SHOW The second in a series of two dramatic presentations showing the uses of roses will be staged in the new John Wanamaker Auditorium in Philadelphia. Three room settings demonstrate the effectiveness of roses in the home. A ball setting will feature gowns complemented by corsages, tiaras, rose jewelry styled to follow the fashion. One feature, "Rose 'Round the World" will be a series of table settings using the finest, famous Lenox china. Publicity: Mrs. Helen Hutson Weber, Roses, Inc., Rittenhouse 6-1000, Ext. 650.	ROSES INC.	JOHN WANAMAKER AUD. PHILADELPHIA, PA.
Friday March 4 7:30 P.M. To May 13	SERIES OF TEN SHOP TALK CLINICS The first of ten lectures on the subject "Basic Knowledge for Your Career in Publicity" will be held on this Friday and the nine Fridays following. Such speakers as William P. Maloney of BBD & O, Steve Shannon of Nat'l Ass'n. Greeting Cards; Hilda Kassell, Pub. Rel. expert; Brahma Chalefman Hutchins, of Sheldon, More, Hutchins & Easton; Herbert Askwith, Pub. Rel. expert; Mary Riedel, of Proctor Electric Co., Mary Voss of AP; Bess Williams of Federal Adv. Agency, Thomas L. Cotton, Pub. Rel. expert and many others will address these clinics. On May 13th, the last clinic will be a Quiz - "Stump the Experts". Contact: Ellen Lind, LU. 2-2250.	PUBLICITY CLUB OF N.Y.	ADVERTISING CLUB 23 PARK AVENUE
Saturday March 5- March 12	HOME AND FLOWER SHOW The "Economy House" especially constructed for the show will be a feature of the 1949 Home & Flower show at which leading stores, appliance companies, television set distributors and others who service the home, will have displays. Contact: R.P. Stoddard, managing dir., 520 Leader Bldg.	CLEVELAND STORES AND MANUFACTURERS	PUBLIC AUDITORIUM CLEVELAND, OHIO



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 6-11	ALLIED GIFT AND JEWELRY SHOW,	HOTEL ADOLPHUS,	DALLAS, TEXAS
March 6-11	DALLAS GIFT SHOW,	BAKER HOTEL,	DALLAS, TEXAS.
<u>WEEK BEGINNING MONDAY, MARCH 7, 1949</u>			
Monday March 7 7:30 P.M.	SURVEY OF ADVERTISING COURSE The discussion for the evening will be: "The Home Economist in Advertising" with Blanche M. Stover, food editor of Parents' Magazine, as panel director. Members of the panel include: Helen Ridley of J. Walter Thompson; Ina Lindman of United Fruit; Julia Kiene of Westinghouse; and Helen Raymond of the Celanese Corp. Members of Advertising Women of N.Y. are admitted free and the admission for each guest is \$1.00 per person. Open to women only. Contact: Margaret Stark, LU. 2-2880.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
March 7-9	ANNUAL NAT'L. COTTON COUNCIL,	BILTMORE HOTEL,	LOS ANGELES, CALIFORNIA.
March 7-11	BOSTON GIFT SHOW,	HOTEL STATLER,	BOSTON, MASSACHUSETTS.
March 7-11	PARKER HOUSE GIFT SHOW,	PARKER HOUSE,	BOSTON, MASSACHUSETTS.
Monday March 7 To March 13	NATIONAL ANTIQUES SHOW The fifth annual National Antiques Show will feature a set of furniture built by Duncan Phyfe, and the first television set ever manufactured. In keeping with the theme of the show: "The Sensible Use of Antiques in Homes of Sensible Americans", Peter E. Riedel, interior designer, will present free daily talks on the care and preservation of antiques, each afternoon at 4:00. The show will be open daily from 1:00 P.M. to 11:00 P.M. and on Sunday from 1:00 P.M. to 7:00 P.M. Admission: \$1.25 including tax. Contact: Morton Yarmon, BE. 3-6010.	LEADER ENTERPRISES, INC.	MADISON SQ. GARDEN
Wednesday March 9- April 20 11:00 A.M. and 8:00 P.M.	LECTURE SERIES The Cleveland Museum of Art in cooperation with the Fashion Group of Cleveland will sponsor a series of lectures on interior decoration, "Fashions in Living", to be given on the following dates: March 9 - Elinor Hillyer, executive editor of Mademoiselle's Living, "Stretching the Decorating Dollar"; March 16 - George Duncan Crookes, decorator and writer, "Fabrics - The Key to Successful Decorating"; March 23 - not announced; March 30 - Florence Trehune, decorator and writer, "Decorating For You"; April 20 - T. Robsjohn-Gibbings, decorator and designer, "Furniture and Design". Each lecture will be given in the morning and repeated in the evening. Open to the public free of charge. Publicity: Mrs. Arlene S. Nichols, 1743 Lakefront Avenue, E. Cleveland 12, Ohio.	CLEVELAND MUSEUM OF ART & FASHION GROUP	CLEVELAND MUSEUM CLEVELAND 6, OHIO
Thursday March 10 Just Out	BOOK ON COOKERY A book by Milo Miloradovich entitled "The Art of Fish Cookery" will be published on this date. Publicity: Louise Thomas, CI. 6-1700.	DOUBLEDAY, DORAN	14 WEST 49TH STREET
Thursday March 10- March 12	NATIONAL CONVENTION AWB A large delegation of members and associates from the New York district will be attending this convention which concludes with a luncheon on March 12. Contact: Doris Corwith, N.Y. State Chairman, 30 Rockefeller Pl.	ASS'N. WOMEN BROADCASTERS	HOTEL DRAKE, CHICAGO
Mar. 13-Apr. 3	13TH CERAMIC NAT'L. EXHIBITION,	UNIVERSITY OF PITTSBURGH,	PITTSBURGH, PA.



DATEWHAT'S GOING ONGIVEN BYWHEREWEEK BEGINNING MONDAY, MARCH 14, 1949

Monday March 14- March 19	EXHIBITION & SALE OF WORK OF THE BLIND The New Jersey Commission for the blind, in cooperation with Kresge-Newark will sponsor this exhibition and sale to be held in connection with the 26th Essex County Educational Week for the Blind. Blind Workers will be on hand actually working on many of the articles on sale. The articles include such items as rugs, baskets, dolls, toys, knitted and crocheted goods, leather goods and many others. Proceeds from this sale go to the blind workers who have made the merchandise. Publicity: For the Commission, Mrs. Adele Prescott; For Kresge-Newark, Constance Bray, Mitchell 2-8000, Ext. 392.	NEW JERSEY COMM. FOR THE BLIND	KRESGE-NEWARK TOY DEPARTMENT
Monday March 14- April 18 6:30 P.M.- 7:30 P.M.	LECTURE SERIES A six weeks course will be conducted for employees and students in the home furnishings industries. The following subjects will be discussed by top-flight individuals in various phases of home fashions: March 14- "How Showmanship Sells" by Al Bliss, designer, Bliss Display Corp., and Tom Lee, designer, Tom Lee, Ltd.; March 21 - "Backgrounds of Wall Paper" by Edward R. Bartlett, Pres., Richard E. Thibaut, Inc., and William Katzenbach, Katzenbach & Warren. (Film to be shown); March 28 - "Design for Dining" by Helen Sprackling, stylist and author, and Hensleigh Wedgwood, Pres., Josiah Wedgwood. (Film to be shown); April 4 - "Your Museum-Springboard for Home Fashions" by Lili Blumenau, Keeper of Textiles, Cooper Union Museum, and Michele Murphy, Curator of Industrial Arts, Brooklyn Museum; April 11 - "The American Home: On the Antique and Modern Firing Line" by T. H. Robsjohn-Gibbings, designer and author; April 18 - "The Consumer's Problem is Your Problem" by Edith Evans, Mademoiselle's Living, John Gerald, design and merchandise consultant, and Mary Roche, New York Times. Fee for the course is \$7.50 for the complete series. For single lecture attendance, \$1.50 each. Reservations for these must be made in advance. Check or money order made payable to the Home Fashions League, should be sent to: Josephine Brush, Sec'y, Home Fashions League, 155 East 96th Street, New York City and the lecture or lectures desired should be specified.	HOME FASHIONS LEAGUE	AUD.-CENTRAL COMM. H.S. 214 E. 42 ST.
Tuesday March 15- March 17	SPRING CONFERENCE Radio and television industry leaders will discuss problems resulting from the rapid expansion of television and changing radio market conditions. Max F. Balcoem, president of the Radio Manufacturers Association will conduct a meeting of the directors, March 17. At another scheduled meeting, the R.M.A. advertising committee will consider continuation of the "radio in every room" campaign and plans for national radio week.	RADIO MFRS. ASSOCIATION	STEVENS HOTEL CHICAGO, ILL.
Friday March 18 4:00 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING Food editors and writers, home furnishings editors, are invited to a press showing and cocktail party to meet Mrs. Jeanne M. Hall and sample a new line of food products she is introducing. Mrs. Hall is the author of "500 Recipes by Request" (M. Barrows) and is a manager of the Anderson Hotel of Wabasha, Minn. where these Pennsylvania Dutch and Scandinavian luxury foods originated. Mrs. Hall may be reached at the Plaza after Tuesday, March 15th. By invitation only. Contact: Miss Casson, M. Barrows & Co., MU. 3-9380.	M. BARROWS & CO.	PLAZA HOTEL



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday March 19-	MILWAUKEE HOME SHOW	MILWAUKEE REAL ESTATE BOARD	MILWAUKEE AUD. N. 70TH & W.BL.MD.
March 26	The 1949 Home Show in Milwaukee will feature a six-room Georgian Colonial two-story residence with a value of \$19,000. The interior decorating will be carried out by Ed. Schuster & Co., local department stores, with four members of the stores' decorating staff to work on the project. Furniture, home and house furnishings, building supplies, materials and other similar merchandise will be on display at the show. As has been the custom for many years, the home will be the major attendance award at the show, with the winner to be determined through a jingle contest. Contact: John J. Roache, Executive Director, Milwaukee Home Show, 740 North Plankinton Ave., Milwaukee, Wisc.		

WEEK BEGINNING, MONDAY, MARCH 21, 1949

March 21	FIRST DAY OF SPRING.		
Monday March 21 12:15 P.M. to March 25	PRESS PREVIEW: FAR EASTERN WALLS	C. W. STOCKWELL CO. LOS ANGELES, CALIF.	ARCH. LEAGUE OF NY 115 E. 40TH STREET
	A handsome new group of hand-screened wallpapers designed by Virginia Hamill of New York for the C. W. Stockwell Co., will be introduced to the press in a special New York showing. The wallpapers are beautiful interpretations of the art of the Far East. Patterns are subtle. Color selections range from the subdued softness of moon gray to the brilliance of rajah red, with copper, silver and gold adding fashion sparkle to a number of papers in the group. Patterns are small to large in scale; all-over cloisonne and brocade effects to striking jungle flowers. Companion papers and unique paneling designs offer especially interesting opportunities in decoration. The papers are designed for traditional and modern rooms. The press preview on Monday, March 21 at 12:15 P.M. will be followed by a luncheon. By invitation only. The showing will be open to decorators at 3 P.M. Monday and continue through Friday. Hours: 3 to 6 P.M. Monday; 10 A.M. to 6 P.M. for the rest of the week. Publicity: Dorothy Rogers, and Virginia Hamill, MU. 2-5157.		
March 21	MONTHLY MEETING DEC. LINEN GROUP OF LINEN TRADE ASS'N. ADVERTISING CLUB, NEW YORK CITY.		
Monday March 21 Just out	BOOK ON OLD SILVER	A. A. WYN	23 WEST 47TH STREET
	"Chats on Old Silver" by Arthur Hayden has been edited and revised by Cyril G. E. Bunt. This new, enlarged edition has been provided with many new illustrations. It deals with Irish and Scottish silver amply as well as with English silver. A table of hallmarks and standard marks from the time of Queen Elizabeth to the present day is provided in concise form. Provincial marks are identified. Publ.: Eileen Kelly, PL. 7-7350.		
Monday March 21	SPECIAL SERIES	TODAY'S WOMAN MAGAZINE	FAWCETT PUBLICATIONS 67 WEST 44TH STREET
	The second in the series of "New Homes for the Young Family" appears in the April issue of Today's Woman on the newsstands about March 21st. It includes two houses; one is a first-prize winner in the New York State Contest for the best low cost family house, designed by Seymour R. Joseph, to cost about \$7,500 in New York State. The other house featured is one built in Wisconsin by John Steinmann for 800 square feet of space. Publicity: Jack Macurdy, MU. 2-3606.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 21- March 23	18TH ANNUAL CONFERENCE Three days will be devoted to this annual conference. On March 21, after registration from 9 to 10 A.M. there will be meetings and reports in the Grand Ballroom all day with a luncheon at 12:30 P.M. At 5:30, a cocktail party for members only will be held at French & Co., 210 East 57th St. On March 22, from 9 A.M. to 6 P.M. a Trades Exhibit, open to all except the public, will be held in the Grand Ballroom and Suites 1, 2, 3 and 4. At 12:30 a luncheon in honor of the trades in the Cottillion Room will feature the presentations of Citations of Merit to winners in the Annual Design Awards program. The work of the winners will be on exhibition. From 7 to 10 P.M. a cocktail party and dinner for members only will be held in the Rainbow Room, 30 Rockefeller Plaza with the Upholstery and Decorative Fabrics, Ass'n. of America as hosts. On March 23, from 9:30 to 12:30 P.M. a general session with talks on various aspects of decoration will be open to all except the public in the Grand Ballroom. From 2:30 to 4:30 P.M. this session will continue with a show on television to be followed at 7:30 P.M. by a reception in the Foyer of the Grand Ballroom at which the New York District Chapter will be hosts and at 8:30 a dinner-dance in the Grand Ballroom. Contact: Mrs. M. M. Girard, A.I.D., 41 E. 57th St., N.Y.C., PL. 8-1642.	AM. INST. OF DECORATORS	HOTEL PIERRE
March 21-25	PHILADELPHIA GIFT SHOW		HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PENNA.
Monday March 21- March 26	FLOWER SHOW The theme for this year's Flower Show will be "The Americas", featuring large and small garden displays, orchid exhibits, individual flowers in decorative arrangements and flowers used in dinner table arrangements. Open to the public: Monday, noon to 10:30 P.M., daily thereafter from 10:00 A.M. to 10:30 P.M., and from 10:00 A.M. to 9:00 P.M. on Saturday (closing day of exhibit). Admissions: \$1.50, including tax, for adults; 75¢, including tax, for children. Publicity: Korbel & Colwell, PL. 9-7340.	HORTICULTURAL SOC. & N.Y. FLORISTS' CLUB	GRAND CENTRAL PALACE
Monday March 21- March 26	ROSE EXHIBIT AT FLOWER SHOW Display of thousands of roses in all varieties, colors and lengths at the International Flower Show. Home arrangements as well as fashions will be shown, highlighted by a wedding party with a gown from Jane Engel and wedding table and decoration from Harriet Sherry Ltd. American Hand Made Crystal will be used throughout the display and leading florists will be on hand daily to demonstrate how to make various rose arrangements for the home. Publicity: Mrs. Helen Hutson Weber, Roses, Inc., MU. 2-3939.	ROSES INC.	GRAND CENTRAL PALACE 2ND FLOOR
Monday March 21- April 16	TOUR OF HISTORIC HOUSES For the first time, the public will be admitted to some of Charleston's finest homes, under the sponsorship of the Historic Charleston Foundation, a non-profit, educational institution. There will be a morning and afternoon tour each day, Monday through Friday, and a morning tour each Saturday, with a special tour on Monday, Wednesday and Friday evenings. These cover nineteen homes and the fee for each daytime tour is \$5.00 tax included. The special evening tours are \$1.00 plus tax. Transportation when desired will be available at reasonable cost. For further travel and hotel information, contact: Historic Charleston Foundation, 135 Church Street, Charleston, S. C.	HISTORIC CHARLESTON FOUNDATION	CHARLESTON, SOUTH CAROLINA



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 21- June 6 7:00 P.M.- 8:40 P.M.	SERIES OF TWELVE LECTURES The City College Adult Education Program in collaboration with the New York Public Library is offering a twelve-week course to be given by Kim Hoffman on "Furnishing a Modern Home", starting March 21st. The fee is \$15 for the entire series and registration takes place up to March 18th at any branch library, or mail check or money order to Adult Education Office, City College, Convent Avenue & 139th St., N.Y. City.	CITY COLLEGE ADULT EDUCATION PROGRAM	P.S. 18-ROOM 309 121 E. 51ST STREET

March 26-30 BALTIMORE GIFT SHOW, LORD BALTIMORE HOTEL, BALTIMORE, MARYLAND.

March 26 HOME SHOW, SHREVEPORT, LOUISIANA TO APRIL 3.

#### ADVANCE DATES AND NOTICES

April 1 FM ASS'N, TIME SALES CLINIC, HOTEL COMMODEORE, NEW YORK CITY.

Friday April 1 Going On	MAGAZINE TO RESUME Interior Design, which suspended publication in 1942 when its editor and publisher joined the armed forces, will resume publication with the April issue, out on this date. Cecile Hayward, formerly of House & Garden and more recently of Home Furnishings Merchandising, has been named executive editor; Horace Kelland is managing editor. Harry V. Anderson, Editor and Publisher. Contact: Cecile Hayward, PL. 9-1600.	INTERIOR DESIGN	40 EAST 49TH STREET
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April 3-7 PITTSBURGH GIFT SHOW, WILLIAM PENN HOTEL, PITTSBURGH, PENNSYLVANIA.

Monday April 4- April 5	BOARD OF DIRECTORS' MEETING These two days will be devoted, half to meetings and half to relaxation. All members of P.R.S. of America are welcome to come and it is suggested that anyone interested in attending make reservations at the Edgewater Gulf Hotel, where meeting will be held, and also communicate with the Society's New York office. Contact: J. Handly Wright, Public Relations Society of America, 525 Lexington Avenue, New York 17, N.Y., PL. 9-8087.	PUBLIC RELATIONS SOCIETY 525 LEXINGTON AVE.	EDGEWATER PARK MISSISSIPPI
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April 4-9 NEW YORK ANTIQUES FAIR, INC. 71ST REGIMENT ARMORY NEW YORK CITY

Wednesday April 6- April 9	TULSA OKLAHOMA HOME SHOW The first Home Show to be held in Tulsa since 1942 will be staged by two Tulsa consumer daily newspapers, the World and Tribune in cooperation with the Tulsa Home Builders Association. Exhibits will include appliances, interior furnishings and building products. The executive committee includes Vernon L. Mudd, pres., and Carl P. Flynn, managing dir. of the show.	TULSA HOME BUILDERS ASSOC.	ARENA BUILDING 11TH & NORFOLK, TULSA
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April 7-11 MINNEAPOLIS SPRING SHOW, RADISSON HOTEL, MINNEAPOLIS, MINNESOTA

Sunday April 10- April 14	WESTERN HOUSEWARES SHOW Manufacturers of housewares will have their first western roundup of merchandise, for mass marketing purposes, at Los Angeles. More than 100 manufacturers are participating to date and several floors of the Alexandria Hotel will be used for the purpose. Contact: Worth Larkin or Dick Bean, Los Angeles Trade Fair, Inc., 1151 South Broadway, Los Angeles.	LOS ANGELES TRADE FAIR, INC.	ALEXANDRIA HOTEL LOS ANGELES, CALIF.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS</u>			
Thursday March 3- Going On	EXHIBIT OF SERIGRAPHS An exhibit of serigraphs selected by the noted industrial designer, Henry Dreyfuss, for the newly designed staterooms of the American Export Lines "Four Aces": SS Excalibur, Exochorda, Exeter and Excambion, will be presented through March 26. The original color renderings of the staterooms will also be on display and the works of seventeen artists of the Society will be represented in this exhibit of fine art and interior design. A premiere showing will also be held of large serigraphs especially suited to solve the decorator's "over the mantel" problem. These serigraphs launch a new venture. Heretofore, serigraphs have rarely exceeded 20 by 24 inches. To branch out into larger sizes meant overcoming certain technical difficulties and a group of the artists have already pioneered in the solution of these problems. Open to the public. Hours: 10:00 A.M. to 6:00 P.M. weekdays. Closed Sundays. Contact: Doris Meltzer, CI. 5-8936.	NATIONAL SERIGRAPH SOC.	SERIGRAPH GALLERIES 38 WEST 57TH STREET
Thursday March 3- March 31 3:00 P.M.	SERIES OF TALKS ON ROOMS AND FURNITURE A series of five talks on the American Wing will be given on Thursdays, March 3-31 and Wednesdays, March 9-30. The first will be given in the Lecture Hall; the remaining four talks will be given both Wednesdays and Thursdays in the galleries. Subjects: Two Hundred Years of American Homes; Early New England Rooms and Furniture; Pre-Georgian Interiors and Furniture; American Rooms of the Revolutionary Period; American Rooms of the Early Republic. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	82ND STREET AND FIFTH AVENUE
Monday March 7- April 29	HAL ZAMBONI EXHIBIT Examples of the work of Hal Zamboni, including his painting, design and typography will be on view in an interesting display prepared by the artist, his brother Jack and their staff. Along with the showing of various kinds of editorial and advertising layout which Zamboni has done for leading American firms, there are several pieces exemplifying some of the first principles of mobile display to be applied to commercial design. Open to the public. Hours: 10 A.M. to 5:30 P.M., Mondays through Fridays. Publicity: Hortense Mendel, LU. 2-0100.	A-D GALLERY	130 WEST 46TH STREET ROOM 309
Monday March 15 2:00 P.M.- 5:00 P.M.	PRESS VIEW OF PORCELAIN Masterpieces of European porcelain will be shown to the press in Gallery D6, Second Floor, on this date. Private view, Thursday, March 18. Open to the public from Friday March 19 to Sunday, May 15. Hours: 10 A.M. to 5 P.M. weekdays; 1 to 5 P.M. Sundays. Publ.: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Monday March 15 2:00 P.M.	PRESS PREVIEW The press is invited, by invitation only, to view the Annual Art Directors Club Exhibition which is to be held at the Modern Museum for the first time. The exhibit will consist of original drawings, prints, magazine newspaper, pamphlet and house organ pages and so on. It will be open to the public from March 16 to April 17. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
April 3-24	THE MODERN HOUSE COMES ALIVE, 1948-49, TAFT MUSEUM, CINCINNATI, OHIO.		
April 9-24	GERMAN 1949 INDUSTRY SHOW, MUSEUM OF SCIENCE & INDUSTRY, NEW YORK CITY.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>RADIO AND TELEVISION NEWS</u>			
Thursday March 3 1:30 P.M.- 2:00 P.M.	NEW PRODUCTS Jane Triola will show how new products just introduced by Koroseal may be used for draperies, slip covers and other home decorating requirements, on the Dorothy Dean program. Contact: Anne Kelleher, PL. 5-2000; Publicity: Helen Brattrud, PL. 5-2000.	VANITY FAIR, CBS-TV	15 VANDERBILT AVE.
Thursday March 3 4:15 P.M.- 4:30 P.M.	TEACHING DECORATING Robert Castle of the Parsons School of Design and one of his students will discuss: "What a Professor Looks for in a Student of Decorating" and "What a Student Looks for in a School of Decorating". Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	WMCA, 1657 BROADWAY
Thursday March 3 8:00 P.M.- 8:30 P.M.	FINE COOKING ON TELEVISION How to make chicken a la king and fresh fruit compote and chocolate leaves, will be demonstrated by Dione Lucas. Publ.; Helen Brattrud, PL. 5-2000.	DIONE LUCAS CBS-TV	CBS-TV 15 VANDERBILT AVE.
Wednesday March 9 1:30 P.M.- 2:00 P.M.	HANDICRAFTS La Verne Moritz of the American Handicraft Company will demonstrate clay handicrafts on Dorothy Doan's program. Contact: Anne Kelleher, PL. 5-2000; Publicity: Helen Brattrud, PL. 5-2000.	VANITY FAIR, CBS-TV	15 VANDERBILT AVE.

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#### EDITORIAL REQUIREMENTS

For Bridgeport, Conn. Post, 410 State Street, Bridgeport, Conn.

This newspaper is opening pages to home furnishings material to be slanted for Sunday features. Information must be authentic, down-to-earth facts, with emphasis on "how-to-do" data. Merchandise must be available locally. Prefer photographic illustrations with live models demonstrating, if possible. Contact: Mrs. Alice Connolly, Woman's Editor, 153 Mansfield Street, New Haven, Conn.

For The Department Store Economist, 100 East 42nd St., New York 17, N.Y.

This publication uses news of new products which are sold through department stores. Being a trade paper it wants this news early - just as soon as the product is ready for the trade. It quotes wholesale prices and the name and street address of the manufacturer are required. It is not interested in retail credits or in copy written for consumers. Pictures must be of the editorial type; it does not use pictures of products on which the manufacturer's name or the brand name is conspicuous. Please send material to Doris Burrell, Managing Director.

For The Patriot and The Evening News, Harrisburg, Pennsylvania

Timely, newsworthy releases together with two or more pictures, particularly of new ideas and trends in advance of their arrival in stores will be welcome. It is valuable to know local outlets wherever possible. Please send material to Lois J. Fegan, Woman's Editor.



Kendall Foster  
motion picture films  
as relat

## *Home Furnishings Calendar*

Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

Emma Aubert Cole, Managing Editor

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